



Senate

General Assembly

File No. 401

February Session, 2018

Substitute Senate Bill No. 446

Senate, April 10, 2018

The Committee on Commerce reported through SEN. HARTLEY, J. of the 15th Dist. and SEN. FRANTZ, L. of the 36th Dist., Chairpersons of the Committee on the part of the Senate, that the substitute bill ought to pass.

AN ACT CONCERNING A STRATEGIC PLAN FOR THE BIOSCIENCE SECTOR IN CONNECTICUT.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (*Effective from passage*) (a) The Department of Economic
2 and Community Development shall develop (1) a short-term and long-
3 term strategic plan to develop and grow the bioscience sector in
4 Connecticut; and (2) a marketing and promotional strategy to
5 complement such strategic plan. The department shall develop such
6 plan and marketing strategy in collaboration with Connecticut
7 Innovations, Incorporated, the chairpersons and ranking members of
8 the joint standing committees of the General Assembly having
9 cognizance of matters relating to commerce and public health and
10 bioscience industry stakeholders, including, but not limited to,
11 institutions of higher education, bioscience businesses located within
12 and outside the state, industry associations, a biostrategist and the
13 Connecticut Health Data Collaborative established under section 2-
14 124a of the general statutes.

15 (b) In developing such strategic plan, Connecticut Innovations,
 16 Incorporated and the department shall (1) evaluate the state's current
 17 assets, strengths and weaknesses as they relate to the bioscience sector;
 18 and (2) consider the findings of the report on bioscience metrics
 19 completed pursuant to special act 17-2 and the report on the state's
 20 bioscience education pipeline completed pursuant to special act 17-20.

21 (c) Such marketing and promotional strategy shall include, but need
 22 not be limited to, the following items: (1) An Internet web site
 23 designed to attract researchers, entrepreneurs, venture capitalists,
 24 research institutions, health systems, health data companies and other
 25 bioscience-related entities to the state by advertising the strengths of
 26 the state to such persons, providing links to resources in the state for
 27 such persons, and including links to such persons and institutions of
 28 higher education located in the state; (2) a social media plan; (3)
 29 metrics for evaluating the success of the state's marketing and
 30 promotional efforts; and (4) an estimated cost of and potential funding
 31 sources for the implementation of such strategy, including, but not
 32 limited to, the possibility of private funding and in-kind donations.

33 (d) Not later than January 1, 2019, Connecticut Innovations,
 34 Incorporated shall submit a report including such strategic plan and a
 35 description of such marketing strategy to the joint standing committees
 36 of the General Assembly having cognizance of matters relating to
 37 commerce and public health, the Connecticut Health Data
 38 Collaborative and the Commission on Economic Competitiveness, in
 39 accordance with the provisions of section 11-4a of the general statutes.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>from passage</i>	New section

CE *Joint Favorable Subst.*

The following Fiscal Impact Statement and Bill Analysis are prepared for the benefit of the members of the General Assembly, solely for purposes of information, summarization and explanation and do not represent the intent of the General Assembly or either chamber thereof for any purpose. In general, fiscal impacts are based upon a variety of informational sources, including the analyst's professional knowledge. Whenever applicable, agency data is consulted as part of the analysis, however final products do not necessarily reflect an assessment from any specific department.

OFA Fiscal Note

State Impact:

Agency Affected	Fund-Effect	FY 19 \$	FY 20 \$
Department of Economic & Community Development	GF - Potential Cost	None	Potential

Note: GF=General Fund

Municipal Impact: None

Explanation

This bill has no impact by requiring the Department of Economic and Community Development (DECD) to develop a short-term and long-term strategic plan on the bioscience sector.

However, the implementation of a plan would result in a potential cost to the agency dependent upon the scope of the plan. The bill requires the plan to include at least a website, a social media plan, and metrics to evaluating the success of marketing and promotional efforts.

For reference, in FY 12 DECD reported to the Appropriations Committee expenditures of \$515,000 related to strategic consulting, market research, and industry outreach for the development of the "Still Revolutionary" marketing campaign.

The Out Years

The potential cost identified above is dependent upon the implementation and scope of the plan required to be developed.



OLR Bill Analysis

sSB 446

***AN ACT CONCERNING A STRATEGIC PLAN FOR THE
BIOSCIENCE SECTOR IN CONNECTICUT.***

SUMMARY

The Office of Legislative Research does not analyze Special Acts.

COMMITTEE ACTION

Commerce Committee

Joint Favorable Substitute

Yea 20 Nay 0 (03/27/2018)